

## **INSITE | Jul - Aug 2014**

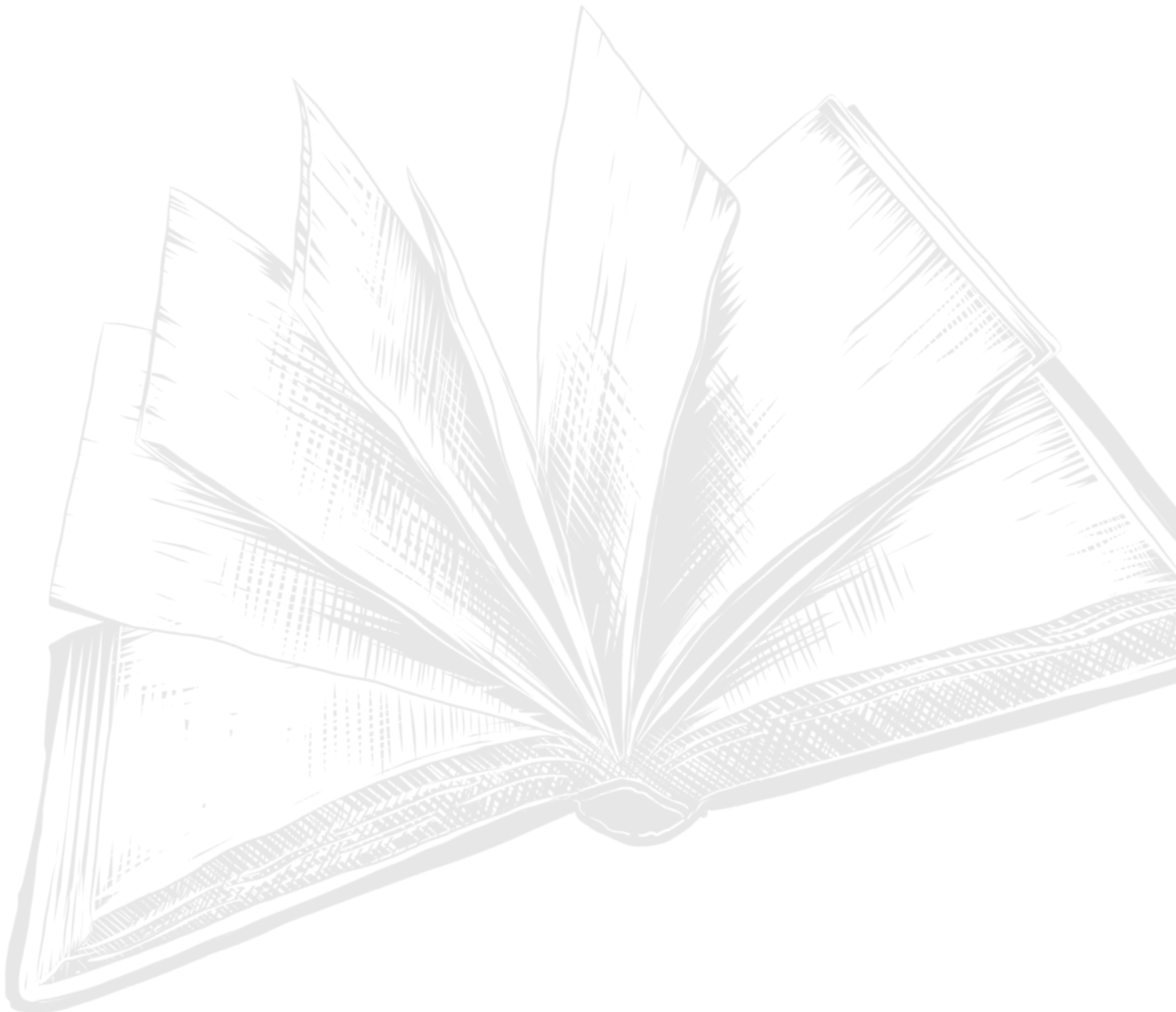
### **Audience Appeal**

#### **DISCLAIMER**

The information provided here was accurate as of the publication date. It is advisable to verify any alterations in practices or sector opinions. Additionally, some links provided may no longer be accessible.

#### **SUMMARY**

The Audience Appeal issue of INSITE contains articles about the different ways that museums are engaging audiences. Below is a list of the issue's contents and associated links. To get a copy you can contact our office or via our website.



# CONTENTS

## **Cover:**

Our cover image is Melbourne singer-songwriter Vance Joy performing in the Great Hall during the first season of Friday Nights at the NGV in 2013.

<http://www.ngv.vic.gov.au>

Donna McColm (page 2)

### ***Audience Engagement: beyond the buzzwords***

Donna McColm explains the direction the National Gallery of Victoria is taking to innovate with the help of their audiences. Some of the inks from this article:

[www.museum-id.com](http://www.museum-id.com)

[www.arts.vic.gov.au/Research\\_Resources/Research\\_Publications/Audience\\_Atlas\\_Victoria\\_-\\_2014](http://www.arts.vic.gov.au/Research_Resources/Research_Publications/Audience_Atlas_Victoria_-_2014)

An interview with Andrew Walsh (page 3)

### ***Expect the Unexpected: city-wide events***

White Night Melbourne has taken over the venues and streets of the CBD for the past two years and is set to do it again in 2015. INSITE asked the events Artistic Director what is involved and what it achieves. Some of the inks from this

article:<http://whitenightmelbourne.com.au>

<http://museumtwo.blogspot.com.au/2012/06/event-driven-museum-one-year-later.html>

Alli Burness (page 5)

### ***Digital Invasions: museum advocacy in action***

Digital Invasions are groups of people who visit selected local museums and share their experience on social media. The initiative is community-driven, aiming to promote and create open conversation around museums and cultural sites. Some of the inks from this article:

[www.museuminabottle.com](http://www.museuminabottle.com)

[www.digitalinvasions.com](http://www.digitalinvasions.com)

[https://storify.com/alli\\_burnie/digital-invasions-sydney-edition](https://storify.com/alli_burnie/digital-invasions-sydney-edition)

Fiona Kinsey (page 6)

### ***The Kodak Heritage Collection Appeal***

In 2012 Museum Victoria launched a media campaign to attract former Kodak staff interested in contributing their story to a Kodak Oral History Project. The campaign was an overwhelming success, with over 150 responses. INSITE spoke with Curator, Fiona Kinsey about this community appeal.

<http://museumvictoria.com.au/collections/themes/2882/kodak-heritage-collection>

## CONTENTS CONT.

Larry McInerney (page 8)

### ***The Museum Shop: how important is it?***

The museum shop has become a vital element in the visitor experience and an expression of a museum's brand and values. Larry McInerney shares information about the overall planning for retail at Museum Victoria.

[www.museumvictoria.com.au/shop](http://www.museumvictoria.com.au/shop)

Museum Stores Association, USA: <http://www.museumdistrict.com>

UK Association of Cultural Enterprises: <http://www.acenterprises.org.uk>

Kerriane Stone (page 9)

### ***An Exhibition For Radicals***

The newly refurbished Noel Shaw Gallery in the Baillieu Library is the opening venue for an exhibition designed to appeal to students, with graphic historical imagery, compelling themes and a student made iBook.

<http://library.unimelb.edu.au/radicals>

### ***The 2014 Roving Curator Recipients (page 10)***

[http://www.mavic.asn.au/exhibition\\_services](http://www.mavic.asn.au/exhibition_services)

### ***New Victorian Jazz & Wartime Stories on Culture Victoria (page 11)***

Visit Culture Victoria: [www.cv.vic.gov.au](http://www.cv.vic.gov.au)

## ***Apps & Online***

### ***One Met. Many Worlds***

An invitation for Met visitors to play with more than 500 collection highlights.

[www.metmuseum.org/one-met-many-worlds/](http://www.metmuseum.org/one-met-many-worlds/)

### ***StoryMapJS***

This is a free tool to help you tell stories on the web by highlighting a series of events and their locations: <http://storymap.knightlab.com>

### ***Cooper Hewitt reopening***

The Cooper Hewitt have a new website with a custom-designed and downloadable typeface, and details about an interactive visitors' tool called the Pen:

[www.cooperhewitt.org/](http://www.cooperhewitt.org/)

## **CONTENTS CONT.**

### ***The Camera in the Mirror***

Artist Mario M. Santamaría's Tumblr of wonderfully spooky selfies created by the Google Art Project robot taking pictures of the mirrors of the Paris Opera.

<http://the-camera-in-the-mirror.tumblr.com>

### ***Code|Words***

Collated essays about technology and theory in museums written by various museum technologists.

<https://medium.com/code-words-technology-and-theory-in-the-museum/>

The items included in Apps & Online are information listings and have not been tested or reviewed by AMaGA Victoria.